



GP 2753
2151
#3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
Ranka, et al.

Serial No. 09/586,387
Filed: June 2, 2000

Method, Algorithm And Computer Program
For Optimizing The Performance Of
Messages Including Advertisements In An
Interactive Measurable Medium

Atty. Docket No. A-69258/RMA

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with
the United States Postal Service as First Class Mail in an envelope
addressed to: Commissioner of Patents and Trademarks,
Washington, DC 20231 on July 3, 2001

Signed: Kathleen M. Smith
Kathleen M. Smith

SUPPLEMENTAL
INFORMATION DISCLOSURE STATEMENT

RECEIVED

JUL 12 2001

Technology Center 2100

Assistant Commissioner for Patents
Washington D.C. 20231

Sir:

Applicant hereby submits patents, publications, or other information of which he is aware, which he believes may be material to the examination of the above referenced application and in respect to which there may be a duty to disclose in accordance with 37 C.F.R. §1.56. The disclosure contained herein is not intended to constitute an admission that any patent, publication, or other information referred to is "prior art" for this invention unless specifically designated as such. In accordance with 37 C.F.R. §1.97 (b), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined by 37 C.F.R. §1.56 exists.

The art cited herein was cited in an International Search Report mailed June 8, 2001 in Applicant's corresponding International (PCT) application US/00/35408, which is a date less than three months from this submission. A copy of each reference cited herein is enclosed.

No fee is due.

Respectfully submitted,
FLEHR HOHBACH TEST ALBRITTON & HERBERT LLP

By R. Michael Ananian
R. Michael Ananian, Reg. No. 35,050

4 Embarcadero Center, Suite 3400
San Francisco, CA 94111-4187
Telephone : (415) 781-1989

1031155